

### Abstract

A sales presentation generation system which integrates customer specific information with a selling entity element to generate a presentation item for the sale of a product customized for a particular customer of the selling entity. The customized presentation item may be constructed in a manner which reinforces the identity of the selling entity element by integrating customer solution information with a selling entity element having an impression characteristics which indirectly conveys the identity of the selling entity. A portion of the customer solution may be presented to the customer in a manner which maintains such impression characteristics of the selected selling entity element so as to convey a desired corporate "image". A presentation item generated using the <sup>system</sup> ~~invention~~ may be further, or in the alternative, customized in accordance with the type of customer to which the presentation is directed. Accordingly, the present system significantly enhances the impact of sales presentations and the likelihood of consummating a sale.

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